



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:	Baron et al	Art Unit:	3629
Serial No.:	09/665,790	Atty. Docket No.:	42246/25768
Filed:	9/20/2000		
For:	Electronic Offer Management System and Method Therefor	Examiner:	Dixon

Mail Stop RESPONSES
Commissioner of Patents and Trademarks
P.O. Box 1450
Alexandria, VA 22313-1450

SUMMARY OF RECORD OF INTERVIEW

Date of Interview: February 24, 2005

Type of Interview: telephone

Name of participants: Timothy Halfman (inventor), Brian Rock (inventor),
Caroline Chicoine (attorney for Applicant)

Exhibit shown or demonstration conducted: None

Prior art discussed: Engel, Kepecs, Scroggie

Agreement with respect to the claims: None, although Examiner and Applicant
identified some potential differences between cited prior art and the present invention.

Claims discussed: Independent claims 1, 12, 21, and 53

Principal proposed amendments: positively reciting electronic nature of offers,
positively reciting competitive nature of offer distributors

Brief identification of general thrust of principal arguments presented to the

Examiner: invention covers electronic offers not printed coupons; invention allows the

management of electronic offers from a plurality of disparate and competitive offer distributors; the invention provides an interface between offer distributors and retail POS systems.

Respectfully submitted,

THOMPSON COBURN LLP

By

Caroline G. Chicoine, Reg. No. 38,198
Thompson Coburn LLP
One US Bank Plaza
St. Louis, MO 63101
Telephone: 314-552-6499
Facsimile: 314-552-7499
Attorneys for Applicant

Date: March 31, 2005